

January 31, 2010

TO: Miranda Paster
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance,
Managing entity of the Sunset & Vine BID for
Central Hollywood Coalition

SUBJECT: Fourth Quarter Report
October 1, 2009 through December 31, 2009

As is required in our Agreement with the City of Los Angeles, I am submitting the Fourth Quarter Report to summarize key activities of the Sunset & Vine BID.

I. Operational Issues

- The board reviewed and approved the 2010 Budget and the Program Planning Report for 2010 at the November meeting. The budget projects gross assessments of \$1,310,182. No CPI inflator was applied this year, on account of the economy. The revenue budget is further adjusted by the following: the anticipated cash "roll-over" from 2009 is estimated at \$174,017; a \$50,000 CD will be purchased to set aside funds for capital beautification projects ; and modest interest revenue of \$800 is projected. This will leave \$1,435,000 available for the operating budget for 2010.
- Orientation for two new board members – Charles Eberly and Patrick Russell – was held on November 10, 2009.
- Applications for the board were sent to all property owners in October. Seven seats will be expiring by January, 2010. The Nominating Committee interviewed potential candidates in November and announced the slate to the stakeholders in December. The slate includes: Charles Eberly, The Eberly Company; Kitty Gordillo, YMCA; Ryan Harter, CIM Group; Patrick Olmstead, LA Film School; Michael Pogorzelski, AMPAS; Fred Rosenthal; Ametron and Travis Serpa, Space 15 Twenty. The new board members will be elected in February 2010.

II. Security

- The Board, at the recommendation of the Security Committee, approved the purchase of tasers for the BID Security officers at their October 13, 2009 meeting. The tasers will be owned by Andrews International, but the Sunset and Vine BID security budget will pay 1/3 of the cost of the tasers (five will be purchased to be shared by three two-man teams). The total cost of the tasers along with the extended warranty is approximately \$7,400 and the costs will be amortized against the remaining length of the contract. This action culminated several months of research by Security Committee members and staff to review non-lethal use of force options for the BID security officers.
- During this quarter, the Security Committee discussed the following issues: Twitter food trucks parked in front of established businesses in the BID; outreach to mentally ill homeless individuals, and proliferation of medical marijuana dispensaries.
- At year end, Andrews prepared their report for presentation to the Board in January. Within the Sunset & Vine BID, they made 447 arrests, with 62 percent of those alcohol related. The officers handles a total of 1,053 radio calls for serve and made approximately 980 visits to SVBID businesses to check out potential problems or issues or meet with business owners. A total of 659 homeless referrals were made within the BID. On December 18, 2009, Andrews held its annual officer appreciation lunch to thank the BID officers for their efforts. LAPD Captain Beatrice Girmala and Deputy Chief Debby McCarthy were in attendance.

III. Streetscape Issues

- Staff conducted a walk-through of Wilcox, from Sunset to Yucca, to document instances of broken infrastructure and other conditions that require repair or removal by the city. Accompanying staff on the walk were representatives from Council District 13 and a staff member from the Bureau of Engineering. The goal is to identify things that the city could pay for, private owners could pay for, or a combination of the both.
- Staff invited CHC Board members to a briefing session re/ the Hollywood Community Plan, held in the HPOA offices on October 14. Staff will ultimately draft a letter to the City Planning Department identifying all the community-wide policies that the CHC and HPOA endorses, as well as those that raise concern. The letter will be forwarded once the draft Environmental Impact Report is released and the 45-day comment period commences.

IV. Marketing Issues

- At the November 10, 2009 meeting, the Board approved the \$25,000 allocation for their share of the Demographic Research project (total cost \$50,000). The kickoff meeting is scheduled for December 10.
- At their December 2009 meeting, the board approved a \$21,000 pole banner campaign to be installed in 2010 along Sunset Boulevard and Vine Street.
- The Hollywood U Media Tour, scheduled for October 8, 2009, was cancelled due to a lack of media who signed up in advance. However, the Hollywood U brochure, featuring all the postsecondary institutions in Hollywood, was prepared and distributed both to the media, and to all the participating institutions.

V. Other

- The board asked staff to relay to CD-13 staff stakeholder concerns with the Hollywood Farmers Market and the manner in which sidewalks, driveways and store entrances are blocked. Kerry Morrison met with Mitch O'Farrell, chief field deputy for Council District 13, and two board members also had on-site meetings with O'Farrell on a Sunday morning during the market. No specific resolution to these problems has been achieved.
- HPOA staff has been involved in educating members of the city council and their staff relative to the importance of exempting BID organizations and their staff from the Municipal Lobbying Ordinance. The ordinance is slated to be heard in front of the City Council Ethics Committee in January or February in the new year.

